

Primary Persona: *Medical Administrative Secretary*

Sheila is the administrative support person for 25 people, 5 of whom are located in other buildings. She works entirely from her desk, using her phone to contact other secretaries and find suppliers. To support her workflow, she compiled in a Word document all her common references on the intranet and Internet, saved it as an html file, and made it her homepage. This provides her with **quick access to the resources needed to accomplish the majority of her support responsibilities**: scheduling people, ordering items, equipment and space; filling out forms; and, finding people, places and things (like auditorium lost and found, keycards or lightbulbs).

The greatest source of complexity for Sheila is **managing the many details** that have to come together neatly for each scheduling task. Tracking all the different requests from her staff runs a close second in terms of sources of stress. Her computer has value to the extent that it helps her manage the details, **anticipate her next steps**, and make new **information quickly retrievable and actionable**.

Scenario #1: Scheduling

With scheduling consuming the greatest amount of time, Sheila leverages the **interconnections of the intranet content** to speed this process considerably. She assembles names of attending committees and individuals, producing a templated email addressed to invitees' support personnel to confirm that each physician is expected and invited. With those confirmations sent out, Sheila identifies the timeframe and length of desired meeting, notes frequency of meeting recurrence, marks preferences for location, and then identifies room specifications (projector, number of seats). She inputs these pieces of information and the system filters the results, delivering potential matches ordered by importance of fields like: committee chair office location, number of room specs met, and recurrence availability.

Sheila selects the room that is available soonest, claiming it by submitting the meeting title and one-line description, and starts an **invitation email** from that page to all those on the attendee list input earlier. Email is pre-scripted with all the information about the attendees, times, dates, locations, room specs, so that Sheila can add the agenda to the email by cutting and pasting from the committee application opened in another window. The email app knows to CC: the attendees' secretaries based on their personal profiles.

Sheila likes the intranet scheduling system for its **confirmation page's next steps** as much as for its integration of all kinds of intranet data. Upon reviewing and completion of the invitation email, Sheila sees a list of next steps and contact information to pursue. She is thus reminded to contact catering, send a copy of the invitation email to two external invitees, request A/V broadcasting services of the meeting, and to fill out form fields to contact publishing analysts or the print shop for the preparation and printing of formal materials.

Scenario #2: Resolving unusual requests

For incidental activities like finding the contact person for getting a replacement key card, Sheila searches for "key card" in the company's internal *Yellow Pages*. The search results identify no

matches but the “*Related Terms: Did You Want...?*” list starts with “Access Card”. Selecting that link, she sees the full list of contact information, including the department name and location, contact info (email and phone number), and an html form to begin the service request process. Similarly, she seeks to find a form to request a name badge, types in these two words, and finds, “Did you mean... “Name tags”?” which she then selects to find contact information, policies and procedures (annotated for relevance), and access to a form to begin the request process.

Later, a staffer asks Sheila where Mann Hall is, on campus. She recognizes the name but forgot which building it is in. She types “Man Hall” in the Mayo *Yellow Pages* and hits enter. It returns with “*Spelling: Did You Mean...?*” with “Mann Hall” topping the list. She selects it and finds the street address with mini-map of its location that she clicks on to expand to print for her staffer. She sees also that it is possible to schedule meetings in Mann Hall, and noting contact info for Mann Hall, its room specifications, as well as unique technical and publicity support for high profile gatherings held there.

In both cases, she selects “Save to Rolodex” for later, quick reference to the found person, place or item on the intranet. Later, she heads first to check that self-created list for information when she knows she’s searched for it in the past. This accelerates her taskflow by eliminating the need to remember information or maintain a written set of notes.

Scenario #3: Medical Research Review

Looking up journal articles for her physician, Sheila goes to the library website and does a keyword search on “ADD”. The system returns with, “Did you mean... “Attention Deficit Disorder” which she then selects to review results ordered by recent date. From there, she narrows her search to sort out article referring in their title or abstract to a specific herb in treating this disorder. As she types up her notes in Outlook, it automatically spell-checks medication and diagnostic terms according to the *Physician’s Desk Reference*.